

## ENVIROMENTALLY FRIENDLY CONSTRUCTION

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In the modern world the eco-home construction trend is well under the way. For our country it is the very burning problem, too. And not only in the context of environmental protection, but in the context of commerce as, because eco-houses are very cheap houses. But are such type of houses environmentally friendly indeed? Are all construction materials safe for human? And can an averaged income person afford it?

At last, you decided to build the eco-house. Nowadays, it attracts much attention: it is a fashion trend, saves energy, is an efficient and cheap house. But you should know that for the fear of mistaking, is the construction really environmental friendly?

Establishing a new eco-house construction, you should plan and think over everything thoroughly. Is the construction really environmentally friendly? And for this purpose you have to answer 5 questions:

1. How many resources (gasoline, gas or diesel fuel) are spent for delivery construction material to your construction site?
2. How well the basic construction material flow air ("walls breathe")?
3. How well is it thermopositive?
4. Or does emit harmful substances to the air?
5. How well is it utilized (decays)?

Further are more detailed on each point.

Ecohouses are different. We would like to get acquainted with such kinds of eco-houses. They are:

Adobe-brick house;

Mud hut;

Straw bale house;

Wattle-and-daub house or earthship;

Sack house;

Energy-wood-house, or, so-called, "cordwood";

Wooden house ;

Stone house;

Environmental friendly houses made of local materials.

If you made up your mind to construct, for example, a hut of cordwood, but there no wood in arounds and you have to transport the timber from far away locality, not present anywhere, it is a minus in environmental friendliness. And in

cost too. The key problem of an environmental friendly house: "What material will it be built?"

If you have clay soil, you have to choose between an adobe hut and a mud hut. There are not much clay, but there are fields full of straw? It will be cheaper to make a bargain with the local farmer on their purchase of straw wads and construct your own house. Cheap environmental friendly houses made of local materials.

Environmental friendly houses made of local materials.

It is very important for residence that there was correct microclimate. Not dry, and not humid, and air-conditioning should take place, and without any energy expenditures but and so forth. When using insulating glass the ventilation problem becomes sensitive. For example, clay and wood breathe perfectly. But what's about cement, that therewith is usually covered by soil mixture and paint, becomes impenetrable for air and steam.

Energy effectivity depends on heat conduction depends, and heating expenditures in winter and comfortable temperature in the summer. Therefore it is always necessary for us to calculate correctly wall depth for this or that material.

Front putties, gypsum plaster board, some paints emit toxic substances so even having built the most environmental friendly house of super environmental friendly adobe and having covered it inside with toxic materials, you will waste your work.

About 30% of garbage all over the world - construction debris. It goes without saying, that we should take care for the next generations. What, will they do with your old hut when it becomes unsuitable for life? Ancient inhabitants of Tripillia tripolets had a very strange tradition: They burned the buildings. When in the millennia they were absorbed by the earth, those became fertile fields, but not concrete dumps.

Clay is dissolved by a rain and "goes" to the earth, the tree can be burned or rot through and nothing will remain from your walls. Only in that case the material is possible to call quite environmental friendly.

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## **THE USE OF MULTIMEDIA DESIGN IN ONLINE ADVERTISING**

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Multimedia in advertising is text, sound, animation and visual technologies used to attract the attention of the target audience (in this case, buyers) to advertising materials.

Multimedia advertising can be divided into standard, such as radio, TV, media, etc., and Internet advertising. All types of online advertising are gaining